

In the Claims:

Please amend the claims as follows:

4. (Amended) The gaming machine of claim [2] 1, wherein the secondary display is provided in a top box portion of the gaming machine, which top box portion is located above the main display portion of the gaming machine.

Please cancel claim 9.

26. (Amended) A gaming machine comprising:

a chassis [defining a gaming machine interior region and a gaming machine exterior surface];

a gaming machine controller for controlling the outcome of a primary game played on said gaming machine;

a main display capable of presenting the outcome of the primary game on the gaming machine;

[a secondary display, which is a flat panel display, provided on said gaming machine at a location disposed apart from said main display and displaying video content including a secondary bonus game of chance play;] and

a player tracking device mounted on said chassis, said player tracking device comprising,

(a) a secondary display[,] separate from said main display [and said secondary display] which is operable to display video content, and,

(b) one or more interfaces designed or configured to input player tracking information into the gaming machine, wherein the gaming machine controller is designed or configured to cause the player tracking information and a portion of

the video content related to the player tracking information to be displayed on at least one of the main display and the secondary display.

Please add the following new claims:

28. (New) The gaming machine of claim 26 wherein the secondary display is provided in a top box portion of the gaming machine, which top box portion is located above a main display portion of the gaming machine.

29. (New) The gaming machine of claim 26 wherein the secondary display is provided in a belly portion of the gaming machine, which belly portion is located below a main display portion of the gaming machine.

30. (New) The gaming machine of claim 26 wherein the secondary display comprises at least one of a flat panel cathode ray tube, a liquid crystal display, a plasma display, a field emission display, a digital micro-mirror display, and an LCD touch screen.

31. (New) The gaming machine of claim 26 wherein the video content relates to any of casino kiosk information, television programming, a secondary game, primary game outcome information, player attraction material, video conferencing, and casino service notification.

32. (New) The gaming machine of claim 26 wherein the video content relates to a secondary game which includes a bonusing component to the primary game.

33. (New) The gaming machine of claim 26 wherein the video content relates to a pay table corresponding to the primary game.

34. (New) The gaming machine of claim 26 wherein the gaming machine controller is further operable to alter parameters associated with the primary game in response to the player tracking information.

35. (New) The gaming machine of claim 26 wherein the one or more interfaces associated with the player tracking device comprises any of a card reader, a key pad, a display, and a network interface.

36. (New) The gaming machine of claim 26 wherein the secondary display is further operable to display content targeted to a customer corresponding to the player tracking information.

37. (New) The gaming machine of claim 26 wherein the player tracking device further comprises an alphanumeric display.

38. (New) The gaming machine of claim 26 further comprising at least one speaker for generating sound corresponding to the video content.

39. (New) A player tracking system, comprising:
one or more interfaces designed or configured to input player tracking information into the player tracking system;

a network interface designed or configured to send and to receive the player tracking information over a player tracking network;

a display operable to display video content; and

a controller designed or configured to cause the player tracking information to be displayed on the display as part of the video content.

40. (New) The player tracking system of claim 39 wherein the display comprises at least one of a flat panel cathode ray tube, a liquid crystal display, a plasma display, a field emission display, a digital micro-mirror display, and an LCD touch screen.

41. (New) The player tracking system of claim 39 wherein the video content further relates to any of casino kiosk information, television programming, player attraction material, video conferencing, and casino service notification.

42. (New) The player tracking system of claim 39 wherein the one or more interfaces comprises any of a card reader, a key pad, and a display.

43. (New) The player tracking system of claim 39 wherein the controller is further operable to cause the video content to include targeted content specific to a customer corresponding to the player tracking information.

44. (New) The player tracking system of claim 39 further comprising an alphanumeric display.

45. (New) The player tracking system of claim 39 further comprising at least one speaker for generating sound corresponding to the video content.

46. (New) A gaming machine comprising the player tracking system of claim 39.

47. (New) The player tracking system of claim 39 further comprising a multimedia board designed or configured to decode encoded video signals in a manner allowing display of the video content from decoded video signals on the display, and to decode encoded audio signals in a manner allowing projection of audio content from decoded audio signals to one or more audio outputs

48. (New) The player tracking system of claim 47 wherein the multimedia board comprises a video processor and at least one of a TV tuner, a NTSC decoder, a PAL decoder, a digital video to analog video converter, and a stereo/SAP decoder.

49. (New) A gaming machine comprising:
a gaming machine controller for controlling the outcome of a primary game played on the gaming machine;

a main display capable of presenting the outcome of the primary game on the gaming machine; and

a player tracking system, comprising,

a secondary display separate from the main display which is operable to display video content,

one or more interfaces designed or configured to input player tracking information into the gaming machine, and

a player tracking system controller,
wherein at least one of the gaming machine controller and the player tracking controller
is designed or configured to cause the player tracking information to be displayed on the
secondary display as part of the video content.

50. (New) The gaming machine of claim 49 wherein the secondary display is
provided in a top box portion of the gaming machine, which top box portion is located above the
main display.

51. (New) The gaming machine of claim 49 wherein the secondary display is
provided in a belly portion of the gaming machine, which belly portion is located below the main
display.

52. (New) The gaming machine of claim 49 wherein the secondary display comprises
at least one of a flat panel cathode ray tube, a liquid crystal display, a plasma display, a field
emission display, a digital micro-mirror display, and an LCD touch screen.

53. (New) The gaming machine of claim 49 wherein the video content relates to any
of casino kiosk information, television programming, a secondary game, primary game outcome
information, player attraction material, video conferencing, and casino service notification.

54. (New) The gaming machine of claim 49 wherein the video content relates to a
secondary game which includes a bonusing component to the primary game.

55. (New) The gaming machine of claim 49 wherein the video content relates to a pay table corresponding to the primary game.

56. (New) The gaming machine of claim 49 wherein the gaming machine controller is further operable to alter parameters associated with the primary game in response to the player tracking information.

57. (New) The gaming machine of claim 49 wherein the one or more interfaces associated with the player tracking system comprises any of a card reader, a key pad, a display, and a network interface.

58. (New) The gaming machine of claim 49 wherein the secondary display is further operable to display content targeted to a customer corresponding to the player tracking information.

59. (New) The gaming machine of claim 49 wherein the player tracking system further comprises an alphanumeric display.

60. (New) The gaming machine of claim 49 further comprising at least one speaker for generating sound corresponding to the video content.

61. (New) The gaming machine of claim 49 further comprising a multimedia board designed or configured to decode encoded video signals in a manner allowing display of the video content from decoded video signals on the secondary display, and to decode encoded audio

signals in a manner allowing projection of audio content from decoded audio signals to one or more audio outputs

62. (New) The gaming machine of claim 61 wherein the multimedia board comprises a video processor and at least one of a TV tuner, a NTSC decoder, a PAL decoder, a digital video to analog video converter, and a stereo/SAP decoder.